



## USDA Weekly Retail Turkey Feature Activity

Fri. Mar 03, 2006

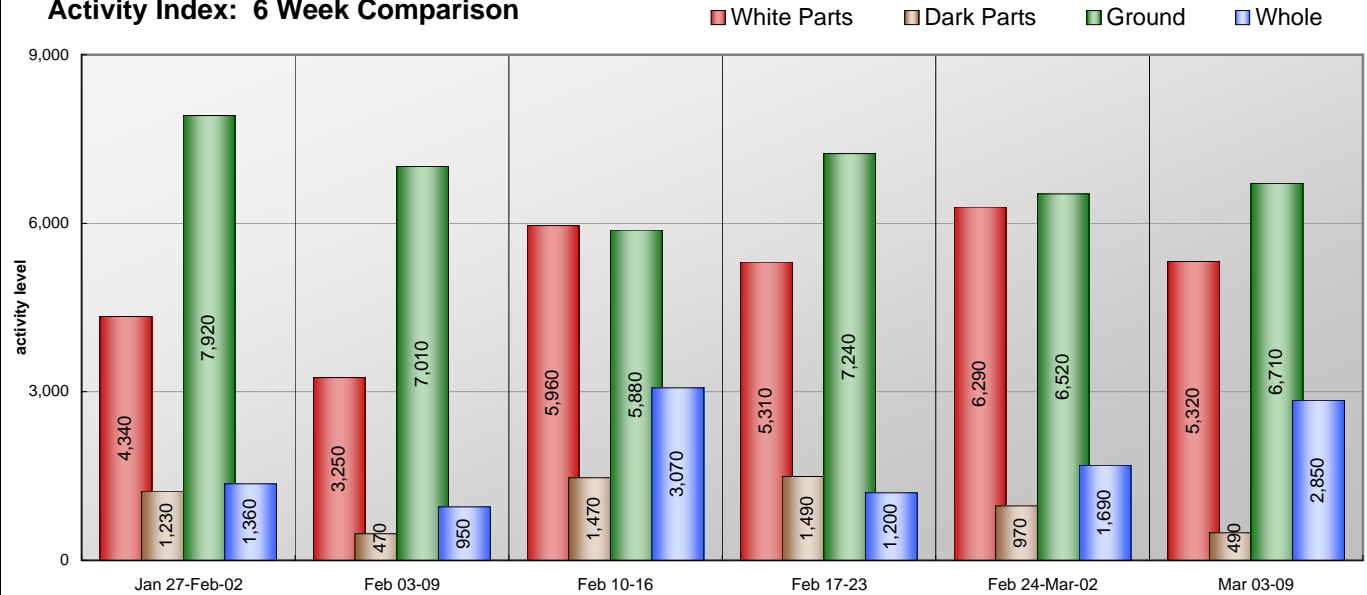
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/03 thru 03/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>54.2% of 17,000 outlets</b>		<b>48.3% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>11.8%</b>		<b>3.8%</b>	
<b>Activity Index 2/</b>	<b>15,370</b>		<b>15,470</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	50	0.97	130	1.01
" - Toms				
Frozen - Hens	1,480	0.98	780	0.91
" - Toms	1,320	0.98	780	0.91
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	590	2.13	120	2.25
Frozen	1,770	1.18	420	1.77
<b>Hotel Style</b>				
Fresh	320	1.13	160	1.59
Frozen				
<b>Split, bone-in</b>				
Fresh	490	1.99		
Rotisserie	870	5.63	2,280	6.95
<b>Boneless, whole</b>				
	120	3.77	260	3.60
<b>Cutlets</b>				
	720	3.85	1,400	4.00
<b>Strips</b>				
			660	4.01
<b>Tenders</b>				
	440	3.55	990	3.85
<b>Drumsticks</b>				
	220	0.99	370	1.13
<b>Thighs</b>				
			160	1.44
<b>Wings</b>				
	220	0.99	190	1.26
<b>Necks</b>				
			40	1.49
<b>Smoked Drumsticks</b>				
	40	1.56	30	1.55
<b>Smoked Wings</b>				
	10	2.29	70	1.28
<b>Smoked Necks</b>				
			110	1.99
<b>GROUND TURKEY:</b>				
	<b>6,710</b>	<b>2.48</b>	<b>6,520</b>	<b>2.50</b>
Patties	700	2.72	890	2.57
Sausage	1,200	2.42	670	2.51
85% lean	310	1.40	1,120	1.71
93% lean	2,880	1.98	2,700	2.28
Breast	1,620	3.53	1,140	3.75

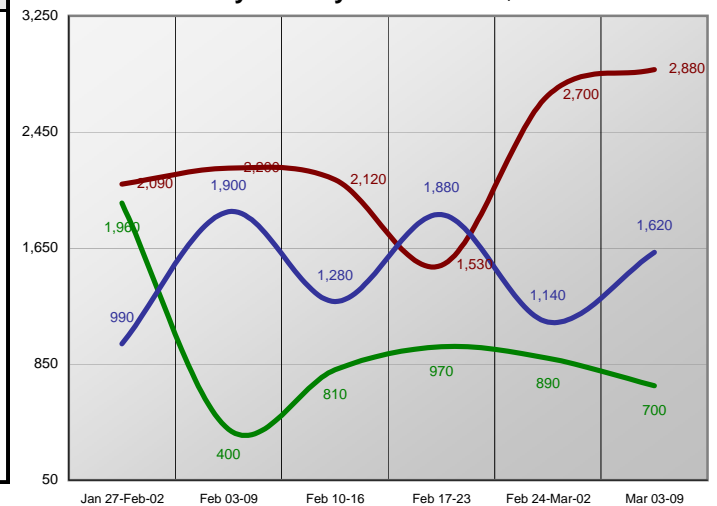
### Activity Index: 6 Week Comparison



### Turkey Featuring - 03/03 thru 03/09

Overall promotional activity at retail stores for turkey items is about even with last week. Frozen whole birds are being featured actively at higher average price levels. Feature activity for breast cuts has shifted focus this week away from boneless cuts to whole bone-in breasts. Average price levels for breast cuts are down across all types this week. Dark cut are being featured very sparingly this week. Ground turkey continues to be featured actively but average feature price levels are down across the board with a wide range of feature prices noted for each category. Retail featuring this week is heavily weighted towards seafood items with a few Easter promotions beginning to appear.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	71.9% of 7,900 sampled outlets 11.4% of stores w/ no-price promotions Activity Index = 11,870			27.8% of 5,200 sampled outlets 2.2% of stores w/ no-price promotions Activity Index = 1,820			53.1% of 3,900 sampled outlets 25.3% of stores w/ no-price promotions Activity Index = 1,680		
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.89	10	0.89	0.88	20	0.88	1.09	20	1.09
" - Toms									
Frozen - Hens	0.69 - 0.99	690	0.99	0.69 - 1.00	380	0.96	0.99	410	0.99
" - Toms	0.69 - 0.99	690	0.98	0.69 - 0.99	220	0.92	0.99	410	0.99
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.99	550	2.16	0.99	10	0.99	1.99	30	1.99
Frozen	1.07 - 1.69	1,360	1.16	0.99 - 1.49	360	1.23	1.29	50	1.29
Hotel Style									
Fresh	0.98 - 1.49	320	1.13						
Frozen									
Split, bone-in									
Fresh	1.99	440	1.99	1.99	50	1.99			
Rotisserie	4.99 - 7.99	420	5.03	4.99 - 6.99	260	5.79	5.99 - 6.99	190	6.74
Boneless, whole	3.49 - 4.29	120	3.77						
Cutlets	3.19 - 3.99	660	3.85	3.99	40	3.99	3.49 - 3.99	20	3.80
Strips									
Tenders	2.99 - 3.99	420	3.52				3.99 - 4.29	20	4.13
Drumsticks	0.97	200	0.97	1.19	20	1.19			
Thighs									
Wings	0.97	200	0.97	1.19	20	1.19			
Necks									
Smoked Drumsticks	1.31	30	1.31	2.29	10	2.29			
Smoked Wings				2.29	10	2.29			
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 3.49	630	2.78	1.66	10	1.66	2.00 - 2.99	60	2.26
Sausage	1.99 - 2.99	1,160	2.41	2.69 - 3.19	40	2.93			
85% lean	0.99 - 2.39	30	1.25	1.29 - 2.00	140	1.55	1.10 - 1.47	140	1.29
93% lean	1.38 - 2.59	2,370	1.92	1.63 - 2.28	190	1.92	2.29 - 2.99	320	2.46
Breast	3.19 - 3.99	1,570	3.53	3.19 - 3.84	40	3.27	4.29	10	4.29

Note: See page 1 for explanatory notes.